

LCS - FULFILMENT CHARGES

CAMBRIDGE DIRECT MAIL- CATALOG		SINGLE ITEM ORDERS						FULFILMENT COSTS					AN INC. OF \$.50 CONSUMER PAYS ADDITIONAL	
ITEMS	UPC'S	PKG'ING COST	(A) FREIGHT/ POSTAGE	PICK/ PACK SHIP	(B) KEYING	EST. TOTAL S&H	EST. ITEMS ORDERED *	INCLUDES \$2 CALL 14% OF ORDERS CAMBRIDGE P&H	CONSUMER P&H	CONSUMER COST	CAMBRIDGE NET COST (SAV) P&H			
ZIPPOLIGHTER	70	\$0.10	\$0.42	\$0.70	\$1.95	\$3.17	36,339	\$125,370	\$1.50	\$54,509	\$70,861	\$18,170		
BASEBALL CAP	20	\$0.25	\$0.28	\$0.70	\$1.95	\$3.18	14,826	\$51,298	\$1.50	\$22,239	\$29,059	\$7,413		
SWEATSHIRT	100	\$0.23	\$3.07	\$0.70	\$1.95	\$5.95	20,477	\$127,572	\$4.25	\$87,027	\$40,544	\$10,239		
POPCORN POPPER	70	\$0.66	\$3.74	\$0.70	\$1.95	\$7.05	2,907	\$21,308	\$5.75	\$16,715	\$4,593	\$1,454		
INDOOR GRILL	75	\$0.66	\$3.74	\$0.70	\$1.95	\$7.05	6,105	\$44,750	\$5.75	\$35,104	\$9,646	\$3,052		
CLOCK RADIO	130	\$0.57	\$3.96	\$0.70	\$1.95	\$7.18	9,690	\$72,287	\$5.75	\$55,718	\$16,570	\$4,846		
PHONE/ANSWERING MACHINE	200	\$0.53	\$3.74	\$0.70	\$1.95	\$6.92	7,752	\$55,814	\$5.75	\$44,574	\$11,240	\$3,876		
VIDEO COLLECTION	100		\$1.49	\$0.70	\$1.23	\$3.42	1,163	\$4,303	\$3.25	\$3,780	\$523	\$581		
FREE CTN PRODUCT	70					\$5.65	36,000	\$213,480	\$1.50	\$54,000	\$159,480	\$18,000		
FREE CTN CPN	70					\$1.72	9,000	\$18,000	\$1.50	\$13,500	\$4,500	\$4,500		
EIGHTED AVERAGE PACKAGING AND SHIPPING COSTS		\$0.19	\$1.28				TOTAL ITEMS 144,259	\$734,182		\$387,165	\$347,017	\$72,130		
							TOTAL ORDERS 144,259							
ASSUME 1/3 OF YOUR ITEMS ARE DOUBLE AND 1/3 ARE TRIPLE ORDERS:														
SELECTED ITEMS:														
BASEBALL CAP AND SWEATSHIR	120	\$0.23	\$3.07	\$0.95	\$1.95	\$6.20	48,327	\$313,159	\$5.75	\$277,880	\$35,279	\$48,327		
GRILL AND CLOCK RADIO	205	\$1.30	\$4.70	\$0.95	\$1.95	\$11.50	48,327	\$569,292	\$11.50	\$555,761	\$13,532	\$48,328		
POPPER & ANS. MACHINE	270	\$1.30	\$4.70	\$0.95	\$1.95	\$8.90	48,327	\$443,642	\$11.50	\$555,761	(\$112,119)	\$48,328		
SELECTED ITEMS:														
RADIO, POPPER, ANS. MACHINE	400	\$0.91	\$5.37	\$1.20	\$1.95	\$9.43	48,327	\$469,255	\$17.25	\$833,641	(\$364,386)	\$48,327		

CAMBRIDGE P&H SCENARIO